



Sainty International, LLC

April 1, 2016

Dear Sainty International, LLC Authorized Reseller, Retailer, Dealer, e-Commerce Customer.

It has been a pleasure to serve you in the past, and we look forward to doing business with you in the future.

Sainty International, LLC manufactures premium tool boxes, mail boxes, metal wall thermometers, metal signs, patio coolers and accessories. We have recently learned that internet retailers are significantly discounting our product.

Such discounting detract from the premium image of Sainty International's products, lead to claims of inferiority by consumers and lost sales. Significant discounting of our products can adversely affect the manufacturer, its resellers and the product itself by eroding brand image, jeopardizing the manufacturer's ability to invest in new technology and product improvements, and discouraging the provision of desirable pre- and post-sale customer support services

In order to maintain our reputation for providing customers with high value products and strong customer support, and to further enhance our image and competitiveness in the marketplace, Sainty has unilaterally established this Minimum Advertised Price Policy ("MAP Policy") for Sainty products.

Sainty recognizes, and this MAP Policy reflects, the value of an Authorized Reseller, Retailer, Dealer and e-Commerce network that will dedicate the resources and provide the services to support and promote our Products. We want you to know that this MAP Policy applies to all Sainty e-Commerce, retailers, distributors and resellers. We have unilaterally determined that compliance with this MAP Policy is a condition to participating as one of our Authorized Partners.

Our first aim is to please our customers unfortunately, we are left with no rational alternative but to implement this policy. We are confident, nonetheless, that you will find the quality of our products and services even in light of this policy change to be quite reasonable and competitive.

Enclosed, please find a copy of our new policy, which is effective April 29, 2016.

We look forward to continued business together.

Sincerely,

Mike Hartley

Mike Hartley
President

Enclosures: MAP Pricing Policy/Agreement

Sainty International, LLC MAP Price List

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